

June 2002

If Rumors Were Horses

Katina Strauch

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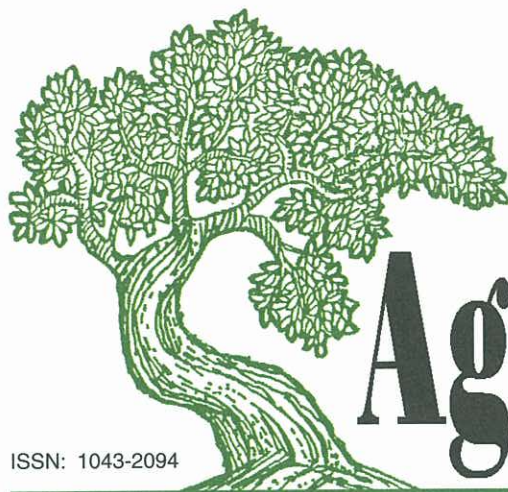
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Against the Grain

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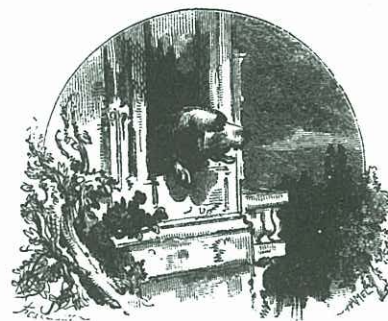
Against the Grain

ISSN: 1043-2094

"Linking Publishers, Vendors and Librarians"

The Amazon Effect, Virtual Approval Plans, and the Changing Nature of Book Selection

by **Rick Lugg** and **Ruth Fischer** (Partners, R2 Consulting, 63 Woodwell's Garrison, Contoocook, NH 03229; Phone: 603-746-5991; Fax: 603-746-6052)
<rick@r2consulting.org> www.ebookmap.net



The Amazon Effect, Virtual Approval Plans, and the Changing Nature of Book Selection. Although the phrase sounds more like the title of a **Robert Ludlum** thriller than an actual phenomenon, the **Amazon Effect** echoes through the working days of all of us who deal with books and information: librarians, publishers, and vendors. From its inception, **Amazon** used the Web to expand the fundamentals of retail bookselling, bringing to readers a vast selection of titles and previously unknown levels of convenience. Because of its prominence in the media and mass market, **Amazon** has also influenced user expectations for library services: i.e., why doesn't the library's OPAC look more like **Amazon.com**?

The appeal is easily understood. This morning, I pointed my Web browser at **Amazon**, where I was welcomed by name. Several recommendations for new book titles anticipated my arrival — some inexplicably, but several of genu-

ine interest. Clustered around the cover image of each title were satellites of bibliographic and evaluative information: a description; publication data; reviews, both editorial and customer; sample pages, including front & back flap copy, full index, table of contents, preface and introduction, excerpts from the text; links to other works by the same author; subject browsing capabilities; and a pre-formulated search by subject category.

In addition, a number of transaction options appeared, including:

- View alternate editions of the content (new/used; paper/cloth; audio CD/audio cassette; various eBook formats)
- Obtain price information for each format
- Add titles to a wish list
- Add titles to shopping cart (select and order)

In essence, a complete suite of services to help an individual identify, evaluate, choose, and transact upon titles of interest. As patrons with the OPAC, library selectors may well ask: "Why don't library book selection tools look more like this?"

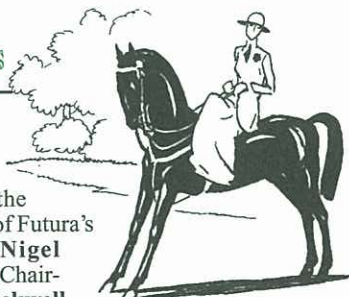
We have already seen the beginnings of the transformation of the online library catalog, first in the advent of Web OPACs over the past few

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If Rumors Were Horses

Blackwell Publishing has purchased **Futura Publishing** and **Futura Media Services** company assets on Friday April 19th, 2002. **Futura Publishing Company**, a leading publisher in cardiology and vascular diseases, was founded in 1970 by **Steven Korn** and **Jacques Strauss**, who will remain with the company as the **Futura** imprint is integrated into **Blackwell Publishing**. The **Futura** list includes six journals and over 200 books, CD-ROMs and runs a growing program of continuing medical education (CME) meetings each year under **Futura Media Services**. The acquisition enables **Blackwell** to extend its medical publishing presence. In turn, **Blackwell's** global sales, marketing and online services will increase the

profile of **Futura** copyrights and boost the readership of **Futura's** authors. **Nigel Blackwell** (Chairman of **Blackwell Publishing**) commented, "The addition of such a strong programme with its outstanding authors and editors will I hope be taken as a clear signal that we are serious in our ambitions for the company and for medical publishing." For more information, contact: **Emily Gillingham** <emily.gillingham@



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From Your (switching gears) Editor:

Hello all! The **ALA Election** is over, the budget crisis has passed, at least for now, and the **Charleston** lazy, hazy summer is coming. Daughter **Ileana** is back home after her first year of college. She came back on Friday night and woke up at 3 AM sobbing because she had a horrible ear-ache. Enter Mom for little girls trying to comfort her and play MD. **Ileana** is fully recovered now and off gallivanting. Enter Mom for the adult. Talk about switching gears!

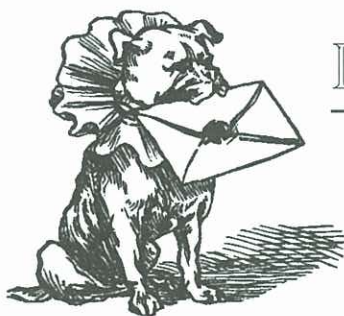
Meanwhile, back at the **ATG** ranch, another issue has been completed thanks to all of you, our loyal readers! This issue is guest edited by the team of **Rick Lugg** and **Ruth Fischer** and includes articles on book selection the 21st century way by **Michael Holdsworth**, **Amy McColl**, **Amy Morrison**, **Eric Pumroy**, **Norm Medeiros**, **Linda Bills**,

Stephen Pugh, and **Ted Fons**. We have interviews with **John Kennerly** and **Colin Harrison**. **Carolyn Morris** has begun a new column called **Short Subjects** which examines trends in academic publishing. **Allison Mays** and **Larry Madison's** "dueling op ed" is about embargoes. There's a library profile from **Erskine College Library** and **Papa Lyman** has returned after a long hiatus to tell us about **BEA**. **Neil Jaffe** enlightens us regarding **Print on Demand** and **Group Therapy** is about introducing and maintaining information on electronic resources. Whose job is it anyway? **Mark Sandler's** "What Movie Is This Anyway: La Dolce Vita or My Life as a Dog?" reflects publicly on the world shared by vendors and librarians. And that's just all I have room to tell you about!



And, last but not least, the **Charleston Conference** call for papers is in this issue, p.79. The theme this year is **Two Faces Have I: One for Books and One for Bytes**. See you October 31-November 2! Website is <http://www.cofc.edu/~library/conference>. Cheers and have a good summer!

Yr. Ed.



Letters to the Editor

Send letters to [<strauchk@earthlink.net>](mailto:strauchk@earthlink.net), phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the **ATG Homepage** at [<http://www.against-the-grain.com>](http://www.against-the-grain.com).

Dear Editor:

I just wanted to let you all know how much I enjoyed **Scholarly Publishing: A well-written and informative book that I will be recommending as a must read to my contemporaries in the library bookselling business. Well done!**

Sincerely, **Steve Sutton**

(Regional Sales Manager, Library Services, Alibris)

[<ssutton@alibris.com>](mailto:ssutton@alibris.com)

Editor's note: Scholarly Publishing: Books, Journals, publishers, and Libraries in the Twentieth Century, edited by Richard E. Abel and Lyman W. Newlin, Wiley, 2002, was mailed to all ATG subscribers gratis as a Special Issue of Against the Grain. Wiley bore all the costs associated with this book and we should all extend our thanks to them! Let me know what you think of the book! — KS.

Rumors

from page 1

blacksci.co.uk or www.blackwellpublishing.com.

After careful consideration, the dynamic duo of **Ana Terry** [<ana.terry@redstoneglobal.com>](mailto:ana.terry@redstoneglobal.com) and **Judy Luther** [<jluther@informedstrategies.com>](mailto:jluther@informedstrategies.com) have decided to dissolve their partnership. While it was a challenging decision to make, this change will enable each of them to pursue new areas of business while they continue to leverage their complementary skills through ongoing collaboration on projects. **Judy** will continue to operate under **Informed Strategies**. Her contact information and Website remain the same, www.informedstrategies.com. **Judy** offers expertise in assisting clients with market insights that allow effective decisions on Strategy, Marketing, and Product Introductions. **Ana** will now be working under **Redstone Global Consulting** and her new Website is www.redstoneglobal.com, but the rest of her contact details remain the same. She'll continue to offer services in the areas of Writing, PR, Spanish-Language Business Opportunities, and Acquisition Referrals.

Well, we know a **celebrity** and he is an **ATG** regular! **Jack Montgomery** and his band **Lost River** recently (March 30) appeared at **Barnes and Noble** for a cozy concert in the cafe. They played many selections from band member

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AGAINST THE GRAIN DEADLINES VOLUME 14 — 2002/2003

Event	Issue	Ad Reservation	Camera-Ready
Reference Publishing	Sept. 2002	07/10/02	07/31/02
Charleston Conference	Nov. 2002	08/21/02	09/11/02
ALA Midwinter	Dec. 02/Jan. 03	11/13/02	12/04/02

Rumors from page 6

Jack's soon to be released CD, "**Onward to Avalon**." **Lost River** was joined by local bass guitarist, **Janine Keirnan**. Sounds like a good way to have a cappuccino and relax! "**Onward to Avalon**" will be ready for distribution by June 1st. It contains 13 tracks including 10 originals by **Jack!** The project took over a year to complete and the work was done at **Beat Time Studios** in Nashville, TN. Musically, it has been called "mystic" or Celtic folk. Samples will be available soon in MP3 format at the **Lost River Website** at <http://www.lostriver.net/>. Maybe we can persuade **Jack** to do some entertainment for us in **Charleston 2002**?!!

And you talk about multi-faceted! **Jack** has also just received formal notification that his article, "A Most Delicate Matter: Religious Issues and Conflict in the Library Workplace" has been accepted for publication in an upcoming issue of **Library Management**.

She has a lot of experience editing and she has agreed to help with **ATG**. Who is she? **Kath Pennavaria** <k.pennavaria@wku.edu> (Coordinator, Glasgow Campus Library, Western Kentucky University, Glasgow, KY). Thanks, **Kath!**

Anthony Watkinson's <anthony.watkinson@btinternet.com> lovely wife, **Sarah's** horse fell over and crushed her leg! Sounds ghastly! Of course, **Sarah** had to have an operation. She is now out of the hospital and working by email and visits from her research team, but she still can't carry anything and has to have someone there for much of the time. Daughter **Ruth** has been helping out while Anthony is currently in Philadelphia hobnobbing. Read his column, this issue, p. 82. And, **Sarah**, get well soon! We hope to see you in Charleston!

Spotted in **Dunleavy's Pub** on **Sullivan's Island, SC**, a banner from **Quinnipiac Univ** (Hamden, CT)! And, guess what, **ATG** has **June DeGennaro** (Acquisitions/Collection Development Librarian) <degennaro@quinnipiac.edu> from the library as a subscriber! Hooray! I was reading about **Quinnipiac** on their Website <http://www.quinnipiac.edu> and discovered that they were once called the **Connecticut College of Commerce** (1929) and that the name **Quinnipiac** is an altered version of a Native American word. I think we should try to get an interview and library profile in an upcoming issue of **ATG**. How about it?

On March 18, 2002 **Scott Stacy** joined **Ambassador Books and Media** as a Regional Marketing Representative for the northeastern and middle Atlantic states. Scott graduated from **Rutgers University** in 1992 with a dual degree in English Literature and Creative Writing. He was then accepted into the **Gallatin Publishing Studies Fellowship Program** at **New York University** where he studied for two years. His first job in the publishing industry was Associate Publicist at **St. Martin's Press/Tor Books**. In 1993 Scott became the **Random House/Gallatin Intern** working in the **Crown Publishing Group** division of **Random House, Inc.** In the course of this yearlong internship, Scott worked in every department within

Crown. He especially enjoyed his extensive work with the corporate sales and marketing department. In 1994 Scott was promoted within the company to the newly created position of Field Inventory Associate for the Southeast Region. He succeeded in revitalizing backlist book sales to independent retailers in that territory. Scott became the **Random House, Inc. Territory Manager** for the state of Florida in 1995. He managed the efficient sales of frontlist titles for the **Random House, Crown, Times Books**, and **Fodor's** imprints to independent wholesale and retail accounts. Scott moved back to New Jersey in 1997 when he became the **Random House Territory Manager** for Pennsylvania, New Jersey, and Delaware. He made a career change in 1999 working as a Financial Advisor with **Morgan Stanley** for two years before joining **Ambassador Books and Media**, as Northeast Regional Marketing Manager. Scott currently lives in Cherry Hill, NJ with his wife and two sons. He is an avid reader and enjoys playing golf. I want to meet him, don't you? Maybe he'll be in Charleston?

This is from **BBC News Online's Ivan Noble** and comes courtesy of the **SSP** website — <http://sspn.net.org/public/news/details.cfm?id=107> — "Boost for research paper access, Campaigners want free access to research results" — Plans to extend free access to scientific and academic research papers have received a boost with the announcement of a \$3m grant from financier and philanthropist **George Soros' Open Society Institute**. Open access advocate **Professor Stevan Harnad** of the **University of Southampton, UK**, says the money could make it easier for academics wanting to set up their own alternatives to commercially run journals. It calls for "free availability on the public Internet, permitting any users to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose." **Professor Harnad's** colleagues **Chris Gutteridge** and **Rob Tansley** developed a piece of software called **Eprints**, which, they hope, makes the process of publishing easier and therefore cheaper. He says the **Soros** money could be used to "seed" schemes where academics will pay a small fee to have their papers reviewed but users will pay nothing to read them. "To start up and fill an institutional **Eprint Archive** costs less than \$10,000; to start up and fill an alternative journal costs less than \$50,000; so \$3m can do a lot of good in three years," he says. More important though than the money, he adds, is for there to be a critical mass of research available from free archives online. "It's a question of when the dominos start falling."

This is pretty fabulous. **Benjamin J. Black** — **Miriam Gilbert's** <mxgilbert2@aol.com> son — is a winner in this year's **Tattered Cover** poetry contest. Ben won in the fifth/sixth grade category. The award ceremony was at **Tattered Cover's Cherry Creek** store and the poem is published on the **Tattered Cover Website: www.tatteredcover.com**. Click on Kids and Teens. The poem is called "White Crystals" and

is all about snow. **Miriam** says we can't show **Ben** this copy of **ATG** because he wouldn't appreciate her bragging!

More about **Tattered Cover**. For those of us not in Colorado, **Miriam** writes that "the **Tattered Cover** is the premier independent bookstore in Colorado, if not the country. The **Tattered Cover** is a celebration of the written word and the power of the imagination. **Joyce Meskis**, founder and owner, has lectured worldwide about bookselling and **Barnes & Noble** and **Borders** have copied her winning formula with their superstores." I agree. When I visited **Becky Lenzini** <rlenzini@charlestonco.com> many years ago in Denver one of the first places she took me was the **Tattered Cover**.

And more on **Joyce Meskis** — who we hope to have in Charleston — **The Colorado Supreme Court** on April 8, 2002, reiterated this state's long tradition of protecting expressive freedoms in unanimously holding that a city's attempt to obtain customer book-purchasing records from the **Tattered Cover** was precluded by the government's inability to demonstrate a compelling need for the records. <http://www.tatteredcover.com/TatteredTimesOnline>.

And, speaking of **Becky Lenzini** <rlenzini@charlestonco.com> besides producing the fabulous, incredibly useful (I use all the time and so do most of you!) **Charleston Advisor**, a "consumer reports" regarding electronic databases, www.charlestonco.com/ — she has a houseful of company this month. Especially for the graduation of her youngest, **Anne**, from high school the end of May. **Anne** is salutatorian, no less, and is going to the **University of Puget Sound**, one of the VERY FIRST subscribers to **ATG** way back when. I remember that the director bought a three-year subscription right off the bat! Talk about confidence!

This article was recently in the **Washington Post** (May 4) <http://www.washingtonpost.com>, concerns the **Government Printing Office** and comes courtesy of **Pru Adler** <prue@arl.org> and **ARL**. To view the entire article, go to <http://www.washingtonpost.com/wp-dyn/articles/A33355-2002May4.html> — "Government Printing Office May Lose Its Exclusivity" by **Larry Margasak**. The article reports that the **OMB (Office of Management and Budget)** has asserted that the government would save significant money in printing and copying if the contracts were put on competitive bid rather than being handled exclusively by the **GPO**. **Andrew Sherman** of the **GPO** says among other things, that the plan would destroy the **GPO's** program that deposits federal records in 1,300 libraries. He added, "The costs and the threat to public access to government information are so significant that Congress rejected this in 1987 and in 1994."

ALA President John W. Berry has announced the appointment of **Keith Michael Fiels**, 52, as **ALA's** new executive director, effective July 1, 2002. Fiels has over 15 years of senior level administrative experience in the state library arena, including his current posi-

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Rumors from page 8

tion as the director of the **Massachusetts Board of Library Commissioners**. He also has experience working in public and school libraries. Fiels has been a member of ALA since 1976, and is active in ALA committees and divisions, as well as various state library associations. Fiels has signed a three-year contract. His first year salary is \$183,000.

More, ALA has just released its first online **Annual Report** for FY 2001 (September 1, 2000—August 31, 2001). The Annual Report can be found at www.ala.org/annualreport. Hard copies printed from the online Annual Report are available through the Public Information Office at pio@ala.org, or 50 East Huron Street, Chicago, IL 60611; 312-280-5041/5044.

Choice has announced that **Wallace Library** at the **Rochester Institute of Technology (RIT)** has become the latest academic library to license **Choice** reviews for inclusion in its OPAC. As a result of this initiative, all Wallace patrons faculty, staff, students and walk-ins now have seamless point and click access to the reviews of titles included in the OPAC and reviewed since September 1988. The addition of these reviews was made possible by **Choice's** recent alliance with **Syndetic Solutions, Inc.**, of Portland. As a result of this new partnership, libraries can now license the entire **Choice** review database (80,000+ reviews dating from September 1988 plus monthly updates) for inclusion in their OPAC. Libraries can update through **Syndetic Solutions** or through their ILS vendor. Participating ILS vendors include: **Brodart Automation, DRA, En-**

deavor, epixtech, Ex Libris/SFX, Gaylord Information Systems, Geac, Innovative Interfaces, Sirsi, TLC/CARL, VTLS. The wonderful **Irv Rockwood**, **Choice** editor and publisher, noted that, "We commend the Wallace staff for their initiative in providing this new service to their customers." Interested libraries are urged to contact any of the ILS vendors listed above or visit the **Syndetic Solutions, Inc.** Website at <http://www.syndetics.com>. Also, I'll bet that **Irv** will be at the **2002 Charleston Conference!**

And, I forgot to mention that at **PLA**, besides **Charles Halpin** <charles@bookstreaminc.com> at the **Syndetic Solutions** (above) booth, I encountered the wonderful **Allan Graham** <agraham@syndetics.com> (once of **Blackwell's**) who is working with them. **Syndetics** is a provider of specialized bibliographic data to producers of electronic databases in the retail book trade, and a developer of custom thesauri, indexes, and vocabulary analysis and processing services for database producers, Internet search engines, and Internet directory services. The word "syndetic" is defined as "serving to connect or to unite." The company's products and services are designed to provide "syndetic" solutions to improve precision in the search and retrieval of information contained within large electronic databases. What these friends of ours don't get up to!

Copyright Clearance Center, Inc. (CCC) and **Scoop ReprintSource (Scoop)** have formed a strategic alliance that will enable publishers who use **Rightslink**, CCC's digital rights management solution, to streamline delivery of custom reprints to their customers by taking reprint orders right at their Websites. Custom-

ers who wish to order reprints of articles, news items and other content click on a link located near the item they wish to reprint. The **Rightslink** service instantly forwards the order to **Scoop** which, in turn, will provide price quotes for high-quality customized reprints and then produce the reprints to fulfill customers' orders. CCC's **Rightslink** suite of services also includes **Rightslink Security**, a document security service that allows publishers to restrict access to their content. **Rightslink** is licensing and delivering content on a number of leading publishers' Websites, among them the online editions of *The New York Times*, *The Wall Street Journal*, *Barron's*, *Dow Jones Reprints* and *Information Week*. **MSNBC**, **Cahners Business Information**, **CMP Media LLC**, and **Blackwell Publishing** have also contracted to use **Rightslink** to instantly license and deliver content from over 150 Websites. Speaking of which, just learned that **Rightslink** just became live on **MSNBC.com**.

OCLC Digital & Preservation Resources will use **Olive Software** to help libraries provide full online searchable access to their historic newspapers so that these resources can be preserved and made accessible over the World Wide Web. Through a unique process that builds an index of every article, photograph and page, newspapers in print or on microfilm can be quickly and easily converted to digital format and delivered back to the library to make accessible via its own Website. Founded in 1999, **Olive** features a diverse management team experienced in both publishing and technology development. **Olive Software's** investors include **Elbit Imaging Ltd.** (Nasdaq: EMITF) and **Dafnit** (EMC executives' VC; NYCE: EMC). The company holds its headquarters in Denver, CO, with an R&D subsidiary in Israel.

More about **OCLC**. What's one of the 100 best places to work in information technology (IT) according to IDG's **Computer World**? The **Best Places to Work** list is an annual ranking of the best work environments in the United States for IT workers. www.oclc.org.

Recently got an email from **Digby Sales** (Collection Development Manager, University of Cape Town Libraries) <digby@uctlib.uct.ac.za> who tells me he will be in Charleston in November. Also, good news! With a slight improvement in the exchange rate and an extra R5 million from the university administration they are not having to do a journal cancellation exercise this year. UCT has more students than expected and the library is very busy. **The Knowledge Commons** is a huge success and they are planning an extension of it later in the year which will enable some other reconfigurations which have been identified since the opening of the new library. Sound familiar?

SPARC (the Scholarly Publishing and Academic Resources Coalition) has announced its partnership with **BioMed Central** <http://www.biomedcentral.com>. **BioMed Central (BMC)**, an independent publishing house, is committed to providing free access to peer-reviewed biomedical research and has made a permanent commitment to open access, regardless of future changes in ownership of the com-

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pany. BMC publishes more than 50 online journals covering biology, medicine, and the life sciences. As partners, SPARC will support BioMed Central's efforts to develop a sustainable business model that will ensure long-term open access to biomedical research results. BioMed Central, which participated in drafting the Budapest Open Access Initiative <http://www.soros.org/openaccess> and supports both PubMed Central and self-archiving, has led the way among commercial publishers in making free and immediate access to scientific articles and journals a reality. "BioMed Central's commitment to long-term, open access to scientific research, our stance on copyright and licensing, and our low-cost institutional memberships bring real-world value to libraries testing alternative journal publishing models," notes Vitek Tracz, BioMed Central founder and Chairman of Current Science Group. Speaking of which, did ya'll read Daryl Rayner's interview with Tracz in the last issue of ATG (v.14 #2, pp. 36).

This just in from Today's Legal News, May 14, 2002 — Congressmen Howard Coble, R-N.C., and Howard Berman, D-Calif., have submitted a draft bill for consideration in the House of Representatives that would criminalize the use of incorrect identifying information, such as false names and contact numbers, when registering Internet addresses. <http://www.c46.law.columbia.edu/cgi-bin/nwlink.c46.cgi?ACG=ZZZYHHLU61D>. Fulltext <http://www.c46.law.columbia.edu/professionals/techlaw.c46.html>.

What is QuestionPoint? It used to be called CDRS and is a collaborative reference service developed by the Library of Congress and OCLC with input from participating members of the Global Reference Network—a group of libraries and institutions worldwide that are committed to digital reference. <http://www.questionpoint.org/>.

Bummer! Just got an email from Dave Schappell <davids@amazon.com> <schappel@amazon.com> who you'll remember from the 2001 Charleston Conference. Dave tells me that since Amazon's

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Rumo(u)rs from Paddington

by Daryl Rayner (Marketing Director, xrefer; Phone: +44 (0) 20 7479 9204; Fax: +44 (0) 20 7479 9212) <daryl@xrefer.com> www.xrefer.com
www.xreferplus.com

London has been spoilt with e-publishing events over the past few weeks. South Bank University at the Elephant & Castle hosted e-Content 2002: Dreams and Realities on April 10th and Content Management for Information Professionals on April 11th. I went to the e-Content event and can report that it was highly informative and very lively at times! Keynote speaker was the amazing Clifford Lynch of the Coalition for Networked Information — who, even though he had arrived at some unearthly hour in London that morning, delivered one of his incredibly lucid, thought-provoking speeches and, yes, all without notes (what else would you expect of him?) and he still had enough energy to join me for a drink in a local pub afterwards!

Joining him on the rostrum throughout the day was the ever-enthusiastic Louise Edwards from JISC and Cranfield University Librarian, Dr. James Dearnley from Loughborough University, Janet Mitchell-Lees Director of OCLC Pica and speakers from Oxford University Press, Labyrinth Data, McGraw-Hill and Rightscom plus our very-own Adam Hodgkin (xrefer Managing Director) <http://litc.sbu.ac.uk/econtent/programme.html>.

The People's Network (<http://www.peoplesnetwork.gov.uk/>), is a UK Lottery-funded initiative which is managed by Resource and forms part of the UK Government's initiative to give everyone in the UK the opportunity to use computers and access the Internet via their local public library. Over the past weeks Resource have been hosting a series of meetings on the subject of Shared Information Environments. I attended their e-Procurement and Public Libraries event on April 16th held not far from Westminster Abbey. Helen Baignet and Susi Woodhouse from Resource both spoke about how public libraries in the UK were procuring electronic content and the types of content that they were procuring. David Ball from Bournemouth University spoke about the issues to reflect on when considering procuring e-content and Linda Berube, as lively and interesting as ever, gave a case study presentation on the e-content procurement experience at Co-East. We are lucky to have such an enthusiastic and knowledgeable American librarian as Linda sharing her experience with us here in the UK. Thanks Linda!

JISC have announced that <http://www.tasi.ac.uk/> TASI has redesigned its Website. TASI stands for The Technical Advisory Service for Images and is a service that has been set up to provide advice and guidance to the Further and Higher Education community in the UK on the issues of creating, delivering and using digital images together with managing digitisation

projects. It is funded by JISC and hosted at the University of Bristol. TASI is managed by Karla Youngs <karla.youngs@bristol.ac.uk>. If you are interested in digital imaging the redesigned Website is well worth a visit: <http://www.tasi.co.uk>.

The British Library have announced that they have launched an ISP service: <http://www.britishlibrary.net/>. British Library Net -- this offers local call access to users throughout the United Kingdom, with unlimited email addresses and 24 hour a day technical support. There are no registration fees, no hidden charges, no adverts, no junk email, and no need to change your telecomms supply company. Sounds like a good deal!


At Reading University, Julia Munro has been appointed Librarian. Julia had been Deputy Librarian since 1993 and previously worked at the University of London.

The East Midlands Museums, Libraries and Archives Council has appointed Timothy Hobbs as its first Chief Executive. Dr. Hobbs is currently University Librarian at Leicester and will take up his new post in April.

Robert Olroyd has announced that he is retiring from his post of Director of Library Services at Nottingham University in August. He will be greatly missed.

Chris Beckett has been promoted to Vice President of Library Services at ingenta. Chris became International Publisher Sales Director at the company following its acquisition last year of CatchWord, where he was Sales and Marketing Director. Before that he was at Blackwells for 13 years. Good Luck in the new position, Chris!

And last — but not least (!) — xrefer is hosting a conference in conjunction with the British Library on May 13th. The conference is called "Living up to user expectations: The librarian's challenge of delivering online reference within and without the library." Speakers include Mike Crump from the British Library, Chris Rusbridge from Glasgow University, Linda Berube from Co-East, Louise Rice from Oxford University Press and Linda McCabe and Katharine Schopflin from the BBC. No doubt there will be some lively exchange!

And finally, we are pleased to announce that Carole Myles joins xrefer as Senior Vice President, US/Canada, Library Services on April 29th based in Boston, MA. She was previously with ingenta Inc as Director of Library Business Development and before that, Director of US sales at Books 24x7. She will be making frequent trips to the xrefer offices at Platform One Paddington Station. We are looking forward to it! 

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Rumors

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made a ton of progress with their financial performance they are cutting back on the number of trips/conferences which they are attending. He hopes it'll only be a one-year occurrence. We do too!

Okay, so y'all your trusty editor did a search on the Internet to find financials on **Amazon.com**. There are a lot of them but most of them cost money. There's some free info at <http://biz.yahoo.com/fin/1/a/amzn.html> and I'm sure that trusty reference librarians could find even more!

Got a call from **Scott Eller** <Scott.Eller@lexisnexis.com>. (It amazes me how he has recovered from that horrible, terrible, frightening car accident down in Florida several years ago (see *ATG*, v.10#2, April, 1998, p.8) but he's good as new!) Anyway, Scott was getting ready to go to Madrid, Spain for a week since he won a trip from **LexisNexis** for making 110% of his quota. He says he's planning his itinerary — will it be Picasso or Dali? The Prado or paella? One of the other five sales reps going is **Pam Rebarchak**. I remember Pam from way back when, her last name was different and she was living in South Carolina and active in the **South Carolina Library Association's Intellectual Freedom Committee** on which we both served. I don't know who all else is going, but, hey, have a great trip!

Speaking of **Elsevier** (**Lexis/Nexis**), talked to **Leslie Miller** who tells me that newborn **Sydney** is sleeping through the night and has been since December. She turned over for the first time in April. Enjoy it while you can, **Leslie**!

Speaking of money, **North Carolina** libraries are not doing well. Apparently, a government-wide spending freeze has been ordered by Governor **Mike Easley** for the next 60 days. Only "essential payments" will be allowed! Gulp! The full article ("Easley Freezes N.C. spending" by **Sharif Durhams** <sdurhams@charlotteobserver.com>, *Charlotte Observer*, May 4, 2002) will be available on the Web for a limited time. <http://www.charlotte.com/mld/charlotte/3195013.htm>.

Speaking of **North Carolina**, was talking to **Eleanor Cook** <cookei@conrad.appstate.edu> (**Acqnet** maven extraordinaire) who tells me that they are riding it out. They are doing a big serials cancellation and looking at document delivery options beyond what they're already doing. Despite travel budget cuts, frozen staff and positions, she says she is coming to **Charleston** and hopes to bring **Paul Orkiszewski** <orkiszewski@appstate.edu> as well.

Marketing to Libraries for the New Millennium: Librarians, Vendors, and Publishers Review the Landmark Third Industry-Wide Survey of the Library Marketing Practices and Trends by two great gentlemen, pros, I'd say, the indefatigable **Hendrik Edelman** and the energetic and resourceful **Robert P. Holley** will be released at **ALA Annual 2002**. Co-published with **Scarecrow Press, Inc.**, this publication is based on the all-day program, "Marketing to Libraries for the Millennium," sponsored by the **AAP/ALCTS Joint Committee**, leading figures identify and respond to the challenges of maintaining a foot in both print and electronic worlds. Discussion topics include buying consortia; mergers and acquisitions; discussion lists versus traditional review media; on-demand print services; advances in approval plans, blanket orders, and leasing plans; the development of collaborative services; and the omnipresent importance of price. Also included are the questionnaire and results of the 1999 "Third Industry-Wide Survey of Library Marketing Practices and Trends."

Speaking of maintaining a foot in both worlds, your intrepid committee of **Charleston Conference 2002 Directors** — **Rosann Bazirjian**, **Barbara Dean**, **Stuart Grinnell**, **Ramune Kubilius**, **Heather Miller**, **Jack Montgomery**, **Marietta Plank**, **Michael Young**, and yours truly have come up with the theme for this year's conference — **Two Faces**

Have I: One for Books and One for Bytes. See the call for papers, panels, whatever, in this issue, p.79.

In collaboration with **SOLINET**, **ALCTS** announces two preservation workshops to be held in Chicago, July 19 & 20. **Environmental Control and Monitoring**, July 19 from 9:00 a.m. to 4:00 p.m. and **Attack of the Giant Mold Spore**, July 20 from 9:00 a.m. to 4:00 p.m.

Guide to Management of the Information Resources Budget, No. 9 edited by the bamzowie **Lisa German**, **Nancy Slight-Gibney**, **Dennis Lambert**, and **Kathleen R. Brown**. Sounds like a must have for only \$12.50.

PsycARTICLES, the **American Psychological Association's** full-text electronic journal article database, is now available on the **OCLC FirstSearch** service. Will the awesome **Linda Beebe**, senior director of **PsycINFO** be at the Conference this year so we can talk to her about this? <http://www.oclc.org/>.

Heard from the fabulous **Elizabeth Connor** <confdez@bellsouth.net> who called all the way from the Island of **Dominica** the other day! She is going to **MLA** (May 17-24) in Dallas where she'll meet up with her Mom and husband. Hope we'll see her in **Charleston** this year!

And, speaking of **MLA**. **Anne** <akr772@mac.com> and **Ken Robichaux** just headed that way too for **Majors**! I tell you, I never see **Anne** anymore since she retired! She's never home in **Charleston**! Talk about gallivanting!

Speaking of which, **Rosann Bazirjian** <rvb9@psulias.psu.edu> says that **Rick Anderson** <rickand@unr.edu> can't come to **Charleston** because it's his daughter's birthday. Well, I guess that's an excuse, but why don't you make it real special, **Rick**, and bring the whole family to **Charleston**?

And, another **Rosann** bulletin. She says that **Neil Jaffe** won't be in **Charleston** either because his wife is having a baby the week of the conference! Hrumph! Poor planning!

Well, **Buzzy Basch** <basch@basch.com> is doing his usual popular preconference on **Managing Serials** before the **2002 Charleston Conference**. I guess he hasn't lost all his marbles! But he is running for Treasurer of **SLA**! Good luck, **Buzzy**!

Speaking of running for office, most of you know that I lost the **ALA Presidential election** but I got a ton of votes and for that I thank you all, my loyal supporters. Incredible numbers of people helped, supported, contributed, whatever was needed. Thank you!! But, I am not sad I lost. I learned a lot but I'd rather pen than preside. Plus acquisitions and collection development, the **Charleston Conference**, and **Against the Grain** are my first loves.

Speaking of **Rosann**, above, she is going on vacation to North Carolina from July 18-28 or so. Sounds great to me!

Dee Boggan <boggandm@musc.edu> (**Collection Development, MUSC**) tells me she's retiring in six months to spend time with her grandchildren. Dee says she lives in a houseful of "bitches" — her spry eighty-seven-year-old mother, and her daughter **Holly** and three

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Rumors from page 14

Seymour dogs. Quite a crew!

And congratulations are in order! **Janet Flowers'** son **Thomas** got married in February to **Jennifer**, a nurse who wants to be an MD. Jennifer is from Beaver Lodge, 8 hours from Calgary. Anyway, Janet will be at the **Conference**, so we can ask her all about being a mother-in-law!

After managing the accounts for my **ALA** campaign, the indefatigable **Julia Gelfand** needed something to do. So — she became an aunt! Plenty of time to play with babies! Her younger brother had a son born March 11. She says it's a great diversion and a lot of fun!

In late May, representatives from the new nonprofit **Creative Commons** <http://creativecommons.org> outlined the company's plans to help lower the legal barriers to creativity through an innovative coupling of law and technology. **The Creative Commons** will provide a free set of tools to enable creators to share aspects of their copyrighted works with the public. "Our tools will make it easier for artists and authors to make some or all of their rights available to the public for free," Stanford Professor and Creative Commons Chairman **Lawrence Lessig** explained at the **O'Reilly Emerging Technologies Conference**. "If, for example, an artist wants to make her music available for non-commercial use, or with just attribution, our tools will help her express those intentions in a 'machine-readable' form. Computers will then be able to identify and understand the terms of an author's license, making it easier for people to search for and share creative works." **Creative Commons** was formed by a coalition of academics from a broad range of institutions, including **Duke, Harvard, MIT, Stanford, and Villanova**. Its aim is to use the flexibility of copyright law to help support a rich public domain alongside traditional copyrights. In a separate **Creative Commons** presentation, **Molly Van Houweling**, Executive Director, and **Lisa Rein**, Technical Architect, previewed the Web-based application that will help scholars, artists, and others make their works available for copying, modification, and redistribution. Authors and artists who use the tool may choose to dedicate their works to the public domain or choose to retain their copyright while allowing creative reuses subject to custom combinations of conditions. An illustrator seeking exposure, for example, might choose to let anyone freely copy and distribute her work, provided that they give her proper credit. An academic eager to build a public audience could permit unlimited noncommercial copying of his writings. **Creative Commons** expects to launch these applications for general public use this fall. In the meantime, **Creative Commons** is inviting feedback on its prototype and its mission. **Creative Commons** also announced its longer-term plans to create an intellectual property conservancy. Like a land trust or nature preserve, the conservancy will protect works of special public value from exclusionary private ownership and from obsolescence due to neglect or technological change. The conservancy will house a rich repository of high-quality works in a variety of

media, and help foster an ethos of sharing, public education, and creative interactivity. [<press@creativecommons.org>](mailto:press@creativecommons.org) And there's even a pertinent article in the *New York Times* (May 13, 2002) called "A New Direction for Intellectual Property" by **Amy Harmon** <http://www.nytimes.com/2002/05/13/technology/13FREE.html>.

This is from the *Chronicle of Higher Education* and was sent courtesy of the wonderfully astute **Ann Okerson** [<ann.okerson@yale.edu>](mailto:ann.okerson@yale.edu) and **liblicense**. (We are trying to get her to Charleston this year! Bring chocolates!). "Journal Boycott Over Online Access Is a Bust" by **Jeffrey R. Young** (5/16/02), Re: **Public Library of Science** — Few scientists (30,0052 have promised to date) who pledged to boycott journals that don't make their content free online after six months have actually followed through on that threat. So now the boycott's leaders are planning instead to start their own journals so scientists can have a viable alternative. Some of the **PLoS** leaders are **Harold E. Varmus** (a former head of the National Institutes of Health and president of Memorial Sloan-Kettering Cancer Center) **Michael B. Eisen** (assistant adjunct professor of genetics and development and a staff scientist at Lawrence Berkeley National Laboratory) and others. <http://chronicle.com/free/2002/05/2002051601t.htm>.

Well, on May 9, 2002, there was an out-of-court settlement with **Margaret Mitchell's** estate regarding publication of **Alice Randall's** *The Wind Done Gone*, reportedly a **GWTW** parody from the slave's point of view. "Settlement reached over 'Gone With the Wind' parody" by **Barnini Chakraborty** (Associated Press). Apparently, **Houghton Mifflin** (Randall's publisher) has agreed to make a contribution (amount not specified) to **Morehouse College**, a historically black school in Atlanta. *The Wind Done Gone* was published in June 2001 and was on the bestseller list before publication was blocked by an Atlanta judge. I think I'll go buy a copy immediately! Read about it at <http://www.nando.net/entertainment/story/396742p-3157296c.html>.

The marvelous **Chuck Hamaker** [<cahamake@email.unc.edu>](mailto:cahamake@email.unc.edu) as I have pointed out before, seems to keep on top of everything. And **Chuck** recently got tenure at **UNC-Charlotte**! Hooray! It was how many years ago that **ATG** reported that the **Nemesis** (that's what his column used to be called) had gotten tenure at **LSU libraries**. (see "*The Tenured Nemesis*," **ATG**, v.1#3, September, 1989, pp.23-26). The second time around is always the best, **Chuck**!

Well, another hooray! **Tom Leonhardt** begins very soon as director at **Stayton Public Library** near Salem. It's a long commute both ways, but, hey, **Tom** likes libraries! <http://www.open.org/~stayton/dept/library/>.

Talked to **Steve McKenzie** [<mckinzie@dickinson.edu>](mailto:mckinzie@dickinson.edu) from **Dickinson College** who sent in an **ATG** op ed about virtual reference with **Jonathan D. Lauer** [<jlauer@messiah.edu>](mailto:jlauer@messiah.edu) (Messiah College). You'll get to read it in the **September Reference Publishing** issue of **ATG** guest edited by the fabulous **Tom Gilson** [<gilson@cofc.edu>](mailto:gilson@cofc.edu). **Steve** is the social science librarian at **Dickinson**.

And speaking of **Tom Gilson**, he is the president-elect of **South Carolina Library Association (SCLA)**. Congratulations, **Tom**!

Talked to the incredible **Phil May** (Mumford Library Books) the other day. Even though he is moving, he was leaving for a river cruise down the Danube with his lovely wife **Gloria**. A friend of **Phil's** from **Princeton** days lives in Budapest so they will visit with him before heading to Amsterdam and Paris on their way home. I just hope he saves time for Charleston!

You talk about incredible! **Lyman Newlin** and his son **Fred** went to **Book Expo** and just got back! Read his comments on in this issue, **Papa Lyman**, p. 64.

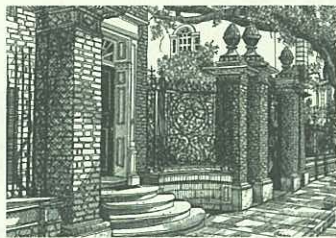
The Association of Research Libraries (ARL) announces the launch of the **Scholars Portal Project**, a collaboration between several **ARL** member libraries and **Fretwell-Downing Inc. (FD)**. The initial libraries participating in the project are the **University of Southern California, University of California-San Diego, Dartmouth College, University of Arizona, Arizona State University, Iowa State University, and the University of Utah**. Plans call for expanding the number of participating libraries over the course of the three-year project. The goal of the **Scholars Portal Project** is to provide software tools for an academic community to have a single point of access on the Web to find high-quality information resources and, to the greatest extent possible, to deliver the information and related services directly to the user's desktop. The initial focus will be on deploying **ZPORTAL** to deliver cross-domain searching of licensed and openly available content in a range of subject fields and from multiple institutions. The portal will aggregate and integrate the results of the search, and support delivery of the content to the user. **ARL** established a **Scholars Portal Working Group** in 2000 to explore how best to establish a collaborative research library presence on the Web. Background on the **ARL Scholars Portal** initiative and related activities is available at <http://www.arl.org/access/scholarsportal/>.

We welcome **Carolyn Morris** [<YBP.com>](mailto:YBP.com) who is instituting a new **ATG** column called **Short Subjects**. It's a detailed look at a specific discipline and this month the discipline is Psychology. Check it out, this issue p.80.

And, speaking of new columns, just got off the phone with **Barry Fast** [<barry0112@aol.com>](mailto:barry0112@aol.com), **Barry** had just been to Italy (stayed in **Elba**, among other places) with his wife **Carol** and was all enthusiastic about everything. He said he was going to start a new column tentatively titled **Talk of the Trade**.

Due to a technical problem, we only have one interview (with **John Kennerly**, it's wonderful and he's quite a guy) and one profile (**Erskine** is where my Dad went to College and it's a charming place with similar problems that we all have) in this issue of **ATG** and we have filled in the space with some **Bet You Missed Its**. Sorry about that. We promise that more interviews will return in September!

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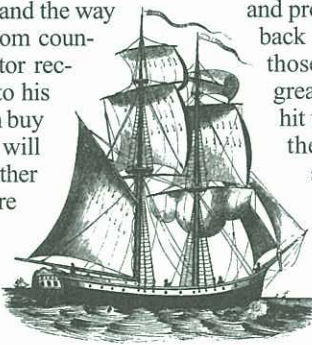
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International Dateline from page 82

project's association with **HERON** (<http://www.heron.ac.uk>). These are projects concerned with the demand for digitised coursepacks as part of student instruction. **HERON** is an ongoing operation, which has now built up a copyright cleared corpus, and has moved into the private sector following purchase by the acquisitive **ingenta**: for details of the acquisition see the press releases on <http://www.ingenta.com>.

PELICAN homed in on a problem, which will be familiar to readers world-wide, although the terminology used and the way the system operates varies from country to country. If an instructor recommends a (print) textbook to his or her students, not all of them buy it and the number purchasing will depend to some extent on whether or not it is advocated as a core text for essential reading or as a text recommended for additional reading. The library may buy multiple copies for a short-loan collection but essentially the problem of accessing this text is one for the students. If an instructor, through his or her library, clears a digital coursepack through **HERON** the coursepack is characteristically provided for all the students. The library, which takes responsibility



for such provision in the UK, pays for this provision at a fee per page multiplied by the number of enrolled students. The end-result is that the library cannot afford this fee and there is an unsatisfied patron.

How does **PELICAN** deal with this central problem? Coming from Europe a centralised agency, perhaps **HERON** again, is recommended for the administration of a system. It would do much of what the **CCC** is now doing but it would have to be trusted by all parties. Like all sensible researchers, the **PELICAN** team call for further research, but on the way to what is a central conclusion they throw up some fascinating models and provide a record of a lot of feedback from all relevant sectors. For those who like models these are great, but to my mind they do not hit the spot. My own view is that the future researchers, whom surely **JISC** will fund, should read **TCA** and **Landesman** and look seriously at the apparent possibility of micropayments being manageable and not prohibitively expensive. If micropayments are possible usage can be the key and some aspects of the problem set out above will disappear. But of course success will depend on publisher pricing, library funding, an understanding of what end-users want, and of course co-operation. 

Rumors from page 16

And, speaking of **INTERVIEWS**, is there someone YOU would like to interview? Maybe a colleague? It's great fun and very stimulating. If you want to interview someone or if you want us to interview someone specific, write and tell me! <strauchk@earthlink.net>.



Sad news. **Judy Luther's** longtime mate — **Dick North** — passed away recently with cancer. We send her our condolences, sympathy and love.

An apology! To the fabulous, splendid, wonderful, handsome, eloquent **Don Jaeger** — We called him **Alfred Jaeger** in the February issue (v.14#1), not once but twice! In the Table of Contents (p.5) and in his actual **On the Road** article (p.36). Excuse me, **Don!** Mea culpa, culpa, culpa! Oops!

Please note: **Bob Molyneux** — the great — sent in a **Devil's Advocate** for this issue. We were not able to include it. See it online at <http://www.against-the-grain.com>.

Well, I have to go. We are having **Tony Ferguson's** son, **Matt**, over for supper tonight. **Matt** is in Charleston training for the **INS!** We are looking forward to meeting him! Happy summer and see you in Atlanta and Charleston! 